

MAR 15 1968



NEWS RELEASE

PUBLIC RELATIONS OFFICE

The American Numismatic Association

P.O. Box 2366

Colorado Springs, Colo. 80901

FOR IMMEDIATE RELEASE

National Coin Week

Draws Attention to Top Hobby

As the week of April 21 through 27 approaches, attention is being focused throughout the world on National Coin Week. The internationally-celebrated event is sponsored by the American Numismatic Association for the purpose of promoting numismatics.

Displays and exhibits have been planned by coin clubs and collectors around this year's theme, "History Under Glass," to promote the study of coinage, currency, medals and other related objects during the week.

Exhibit reports soon will flow into the national headquarters in Colorado Springs for judging, and plaques and certificates of award will be prepared for presentation at the association's national convention in August in San Diego.

"Many hours of work have gone into this project," said Clark A. Yowell, past president of the Colorado Springs Numismatic Society and 1968 chairman of NCW. "Thousands of devoted ANA members have given their time to further our mutual hobby by various ingenious methods."

(more)

Efforts to make the public aware of the beauty, history and pleasure found in coin collecting include numismatic displays, talks to numismatic and non-numismatic groups, books and magazines donated to libraries and schools, posters calling attention to NCW and visual aids available from the ANA to supplement talks to civic groups.

He added that the ANA has assisted in this venture by making available to the participants rules and guides toward a common goal. Exhibit cards and posters are furnished to promote numismatic exhibits which are the backbone of the year-long endeavor. Newspaper articles and television announcements also are among the many ways numismatic information is being brought to the attention of the public.

Yowell reviewed the history of NCW, which first was suggested by Julius Guttag, a member of the ANA board of governors, in February, 1924. Moritz Wormser, ANA president, then announced in a message to members, that they should be enthusiastically engaged in the promotion of numismatics through out all the 365 days of the year, but by concentrating efforts on a definite Coin Week more concrete and definite results might be accomplished in publicizing the hobby.

Coin Week was promoted during several of the following years, and in 1939 Lee Hewitt of Chicago proposed that the ANA endorse the week, which would become an annual event, and call it National Coin Week. The basic rules established in 1939 have continued with emphasis placed on the promotion of the educational aspects of numismatics.

(more)

National Coin Week - 3

Plaques will be presented at the convention to the first three winners of the seven categories, and certificates of award will go to individuals or institutions making significant contributions in publicizing NCW and to all club and individual entries.

Judges, who will be competent and experienced numismatists as well as students of human nature, public relations and art, will be announced prior to April 21. They will judge each entry on a point system involving originality, the amount of work put into the NCW campaign, neatness and documentation.

Last year's first place winners included: Class A (clubs over 100), Liberty Coin Club of Corpus Christi, Texas; Class B (clubs 50 through 99), Billings Coin Club, Billings, Mont.; Class C (clubs 49 or less), Holland Coin Club, Holland, Mich.; Class D (individuals USA), James A. Green, Sparta, N. C.; Class J (individual juniors), Randy Streeter, Bay City, Mich.; Class X (clubs not in USA), Isthmian Numismatic Society, Balboa, Canal Zone and Class Y (Individuals not in USA), Jimmy N. Lawrence, Johannesburg, S. Africa.

#